

**SYSTEM AND METHOD FOR INTERACTIVE FUNDRAISING  
OVER A WIDE-AREA NETWORK**

**ABSTRACT**

5           A system and method for on-line, interactive fundraising over a wide-area  
network is provided. The method includes hosting an organization's website  
including a plurality of hyperlinked web pages, displaying one or more virtual  
plaque web pages honoring donors, providing one or more donation and payment  
option web pages, the options selectable by a donor, and modifying or otherwise  
10       updating virtual plaques on the virtual plaque web pages when a donation is  
made. The method further includes creating a personalized donation page for the  
donor. The method further includes e-mailing the virtual plaques or the links  
thereto to potential donors, thereby spreading the message regarding the cause and  
increasing the likelihood of contribution from additional donors. The method  
15       further includes editing and modifying the virtual plaque. The virtual plaque can  
be static or a scrolling plaque. The method additionally includes generating  
reports with information, such as total amount raised, number of donors, average  
amount of donations, deductions for tax purposes, etc,